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Pt. 1

CITY OF EL CENTRO

PART I

HUMAN SERVICE INFORMATION CENTER
PROGRAM PLAN

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by

BENJAMIN J. SOLOMON
ADMINISTRATIVE ASSISTANT
Summer of 1976



OFFICE OF CITY MANAGER

August 6th, 1976

TO: City Council, and Residents of the City of El Centro

I am herewith submitting the Human Service Information Center Report for the City of El Centro.

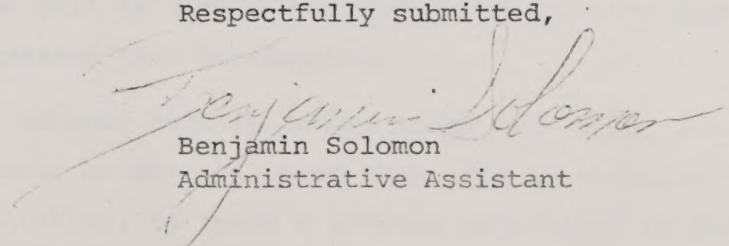
The work on this report has extended over a six months period, and has involved the cooperative efforts of many officials of the City. As well as coordination with numerous outside agencies that are involved in, or concerned with developments that will affect the City of El Centro and its future growth and change.

I have held many meetings at which each of the elements has been analyzed.

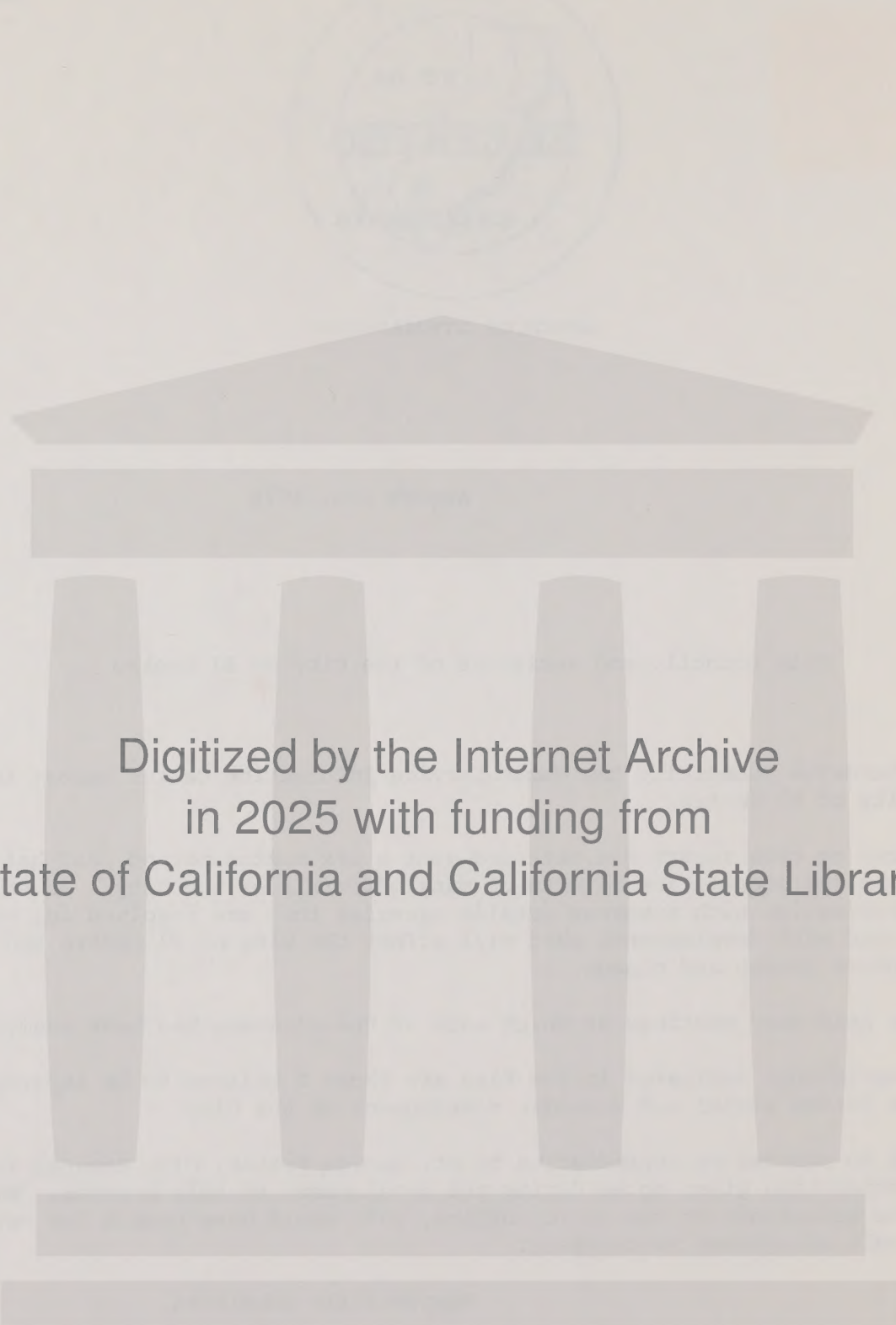
The regulations indicated in the Plan are those I believe to be important to the future social and economic development of the City.

I wish to express my appreciation to Mr. George Parker, City Manager for the cooperation given to me during the development of this Program. Without the assistance of the N.Y.C. Office, this would have been a far more difficult assignment to complete.

Respectfully submitted,


Benjamin Solomon
Administrative Assistant

BS/mfs



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EL CENTRO HUMAN SERVICES INFORMATION CENTER

PROGRAM PLAN

Introduction

Currently, there are myriad public and private agencies offering a complex assortment of social services to the residents of the City of El Centro. Beginning with the federal Social Security Administration, the State Employment and Economic Development Department, the County of Imperial, the City of El Centro Human Services Information Center, the City of El Centro Recreation and Park Department, to organizations such as Salvation Army, Economic Opportunity Commission, and many others, any individual may be receiving some form of assistance from a plethora of public and private agencies. This type of delivery system can be frustrating, costly, and oftentimes dehumanizing to the citizen.

Equally important to each government agency, faced with tight budgets and an increasing desire for greater accountability, there often exists a duplication, if not triplication, of services provided. The desire of all responsible public officials is to provide assistance where legally obligated and where need exists. Yet, oftentimes, in providing assistance, it becomes difficult to ignore directly related causes of a particular individual's dilemma. Consequently, the public servant frequently identifies a variety of concerns in need of attention. At this point, the service provider is not always capable of adequately making the proper referral. Sometimes for the simple reason that they are not familiar with the many social services available. From this point, agencies begin to take ownership of a problem, thus beginning the proliferation of overlapping services. Any individual who has been part of a delivery system can readily cite examples where they have witnessed this overlapping.

Faced with a national economy that no longer grows each year, all deliverers of social services must be more diligent than ever in managing resources, which may be diminishing, to reach a growing population of potential recipients. Private and public agencies must increasingly provide careful analysis to insure the greatest benefit for each dollar expended. This

responsibility demands that a public agency committed to such analysis have a clear understanding of the true social needs in its service area as defined by its leaders, deliverers and recipients.

With such information in hand, the leaders of a community can begin to match up available resources to the identified so as to eliminate unnecessary duplication. A better and more efficiently delivered service will then be the designed product, rather than the change result. Furthermore, available resources, including the allocation of special revenue sharing, will serve a greater number of eligible recipients, whether they be of financial, medical, housing or other related assistance.

Recognizing this state of affairs, the City of El Centro, has created the City first Human Service Information Center.

GOALS

A community is a grouping of individuals gathered together, with common goals, to provide for themselves a higher, finer quality of life than any member could provide for himself alone. One of the basic goals of a community is to provide for the social health and welfare of its members. This includes such diverse consideration as:

Adequate Income and Economic Opportunity

- Employment
- Income Maintenance
- Consumer Protection and Safety

Optimal Environmental Conditions and Provision of Basic Material Needs

- Food and Nutrition
- Clothing and Apparel
- Housing
- Transportation
- Public Protection, Justice and Safety
- Environmental Protection and Enrichment

Optimal Health

- Physical Health and Care
- Mental Health and Care
- Mental Retardation
- Rehabilitation

Adequate Knowledge and Skills

Formal Education
Informal and Supplemental Education
and Training

Optimal Personal and Social Adjustment and Development

Individual and Family Life
Social Adjustment, Social Development, and Social
Usefulness
Cultural and Spiritual Enrichment

Adequately Organized Social Instrumentalities

Mobilization of People
Resource Development
Administration and Management
Equal Opportunity

It was the goal of this project to improve the quality of social services planning, delivery, and the service itself so that the number and variety of social services being provided to the citizens of El Centro, will increase in greater proportion than any subsequent increase in resources needed to provide these services thereby contributing to a higher quality of life for current and future citizens of our community.

PROJECT OBJECTIVES

A Human Services Information Center Plan, addressing the above listed topics was developed for the City of El Centro. It is anticipated that the HSIC for the El Centro area will improve the efficiency of existing services offered; identify the areas of need that are not being adequately serviced; improve the effectiveness of a service being provided by eliminating unnecessary aspects of that service; improve communications between various service deliverers; provide data to local policy makers to allow sound and rational decisions for the allocation of funds to meet social needs; and, establish an analytical process for viewing local problems which other communities within Imperial County or throughout the State may adopt by supplying the particular information related to their own community.

The remainder of this Program Plan describes the methods and phases of activity suggested for the development of a Human Services Information Center.

PROGRAM PLAN

This section contains a description of the phases of activity involved in preparing the HSIC. This Program Plan tells how the project moved through each phases prior to a written HSIC being presented to the City Council for adoption:

- I. Announce Project to the Public
- II. Conduct Inventory of Social Services
- III. Assess Community Sense of Social Needs
- IV. Prioritize Needs
- V. Plan and Determine a Comprehensive Program to Meet Needs, Including and Evaluation and Monitoring System and Prepare Written HSIC

A series of organization charts and time tables are enclosed under Appendix A and Appendix B for your information.

PUBLIC ANNOUNCEMENT

During June and July a series of public meetings were held to announce to the community the scope and purpose of this project. The meetings were center around the following groups:

- A. Community Organizations and Private Social Service Providers
- B. Neighborhood Councils
- C. City of El Centro Service Agencies

The purpose of these meetings are to announce the program, describe our goals and objectives, outline the methods to be used in completing the Program, and to solicit cooperation and support. Each participating organization will be given a copy of the Program Plan and, when it is completed, the HSIC Program.

Community organizations to be invited to the initial public meeting will be identified later. Additionally, Public Announcements through the various

news media were released the last week of June.

INVENTORY

Commencing in May and lasting until approximately July 1976, an inventory of all existing social services provided to El Centro were conducted. The purpose of the inventory is to determine and create a data base of all social services available to citizens in the community. Vendors will be identified in terms of:

- A. Area of Service
(e.g., Health; individual and family; justice; rehabilitation, and protective; leisure; manpower; etc.)
- B. Type of Agency
 - 1. Public (city, county, state, or federal)
 - 2. Private
- C. Service System
 - 1. Programs
 - (a) Kinds offered
 - (b) Clientel (numbers and type)
 - (c) Effectiveness measurements used
 - 2. Finances
 - (a) Level and Source of funding
 - (b) Program Costs
 - 3. Staffing
 - 4. Communications
 - (a) Public information
 - (b) How agency assesses demand for its services
 - 5. Transportation used by clients to participate in programs
 - 6. Delivery of Service
 - (a) Delivery recognition (determine if potential clientel and vendor are aware of each other)
 - (b) Modes of delivery (e.g., house call, own facility, clinics, OJT, telephone, etc.)

The information was gathered through use of a form (see Appendix D) which will be administered to all existing Social Service Agencies. A partial listing of Social Service Agencies currently exists. It will be expanded and all such agencies will be interviewed.

Once data from all agencies was gathered, a data base was created in the Human Services Information Center.

The advantages of the Human Services Directory are numerous. However, while it is our intention to develop such a system, budgetary limits may only allow for its design and not implementation.

At the conclusion of this phase of the project, the City will have the capability of producing a directory of Social Services which can be updated at any frequency level desired. Additionally, the data reflecting Social Services Agencies can be designed so that a directory can be produced using various arrangements of agencies; that is, a printing of any other data item could be made available.

Estimated Time of Completion: 60-90 days:

NEEDS ASSESSMENT

Two ad hoc citizens committee (see Appendix C & C-1 for proposed structure) will have to be appointed.

Committee C will be appointed in early September to assist in the design, administration analysis, and interpretation of a needs assessment process.

Committee C-1 was established in early June to assist in the design, administration analysis, and interpretation of a needs assessment process in the low income community.

The purpose of a needs assessment process is to measure the community's attitude as to the kinds and types of social services it deems appropriate for their area.

Additionally, such questions as level of service quality of existing services, and priorities for future services can be measured.

The City Administrative Assistant developed a questionnaire which was administered in El Centro (see Appendix F, first part of the survey).

This phase of the Project will allow citizens to verbalize their feelings about those things which make for a higher quality of life in El Centro. The questionnaire will broadly:

- A. Determine what social needs individuals expected to have filled by living in El Centro.
- B. Identify services not now offered to meet those needs
 - (a) either not being provided or
 - (b) thought to be not provided
- C. Identify services offered where needs have not been satisfactorily met by existing agencies/services.
- D. Determine unexpressed or future needs.
- E. Determine priorities of total social services delivery system.
- F. Identify difficulties in the delivery of existing services.

The survey was conducted by six N.Y.C. Youths, (between the ages of 16 and 18), who will have special cards for identification from the City of El Centro, (see Appendix B). Results of the survey were analyzed for validity and consistency and interpreted for meaning. The results will be compiled into a report for staff, citizens committee and community use.

Estimated Time of Completion: 150 days;

PRIORITIZATION OF NEEDS

The City staff will next devote its time to establishing a statement of policy on social needs for El Centro and developing a set of objectives and supporting evaluative criteria for determining priorities for:

- 1. Services not being provided-order of importance for implementation (includes services addressing existing and future needs).
- 2. Services being provided, but being duplicated: suggested cut-backs in and/or merging of vendors.
- 3. Services being provided, but not at a satisfactory level: order of importance for increasing delivery capabilities.
- 4. Services being provided, but not directly fulfilling and identified need: suggested rechannelization of efforts or elimination of service.

Once this has been completed, the staff will evaluate results of the Inventory and Assessment phases of the project. These findings will provide the basis for the establishment of priorities for services within the City classification system. Priorities will be established on a I, II, III basis.

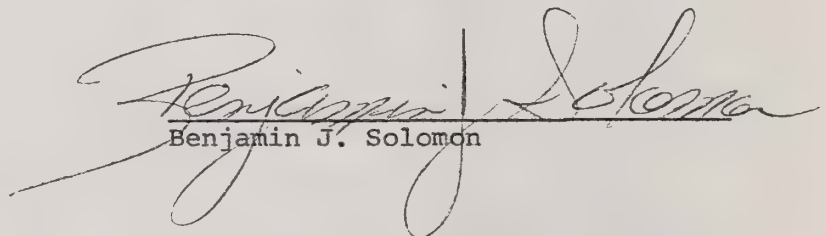
Priority I indicates urgent attention required within current fiscal year.

Priority II indicates important attention required with 1-3 years, planning to begin within fiscal year.

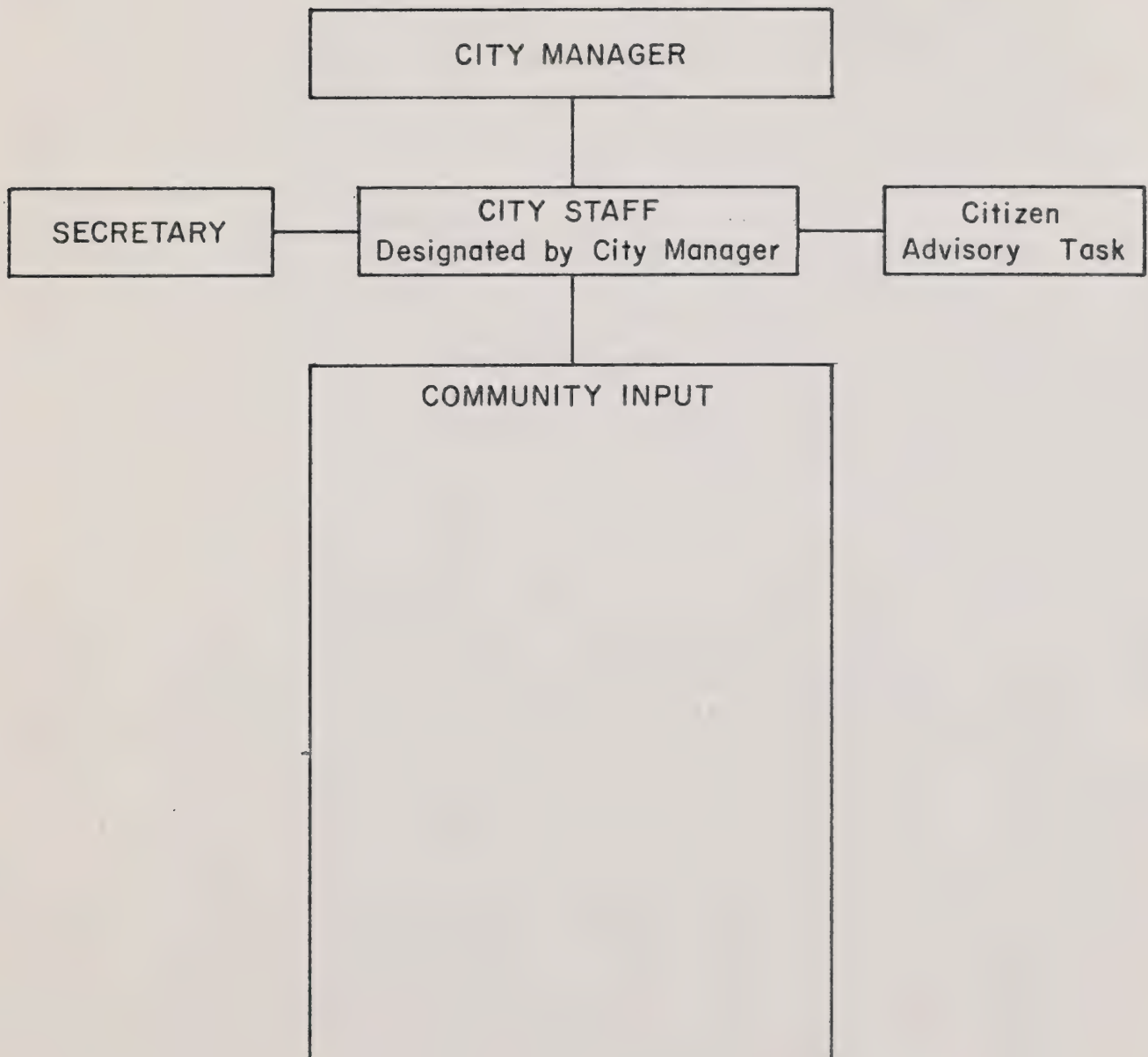
Priority III indicates significant attention required with 2-4 years.

Estimated Time of Completion: 60 days;

Please note: House to house survey was broken into two parts; this information will be available within a short period of time. This part of the Program Plan will contain actual statistics of what is expected of the City by the residents of El Centro.


Benjamin J. Solomon

APPENDIX A
H. S. I. C.
ORGANIZATION CHART



SCHEDULE OF EVENTS BY MONTH:

PROGRAM PHASE

	April	May	June	July	August	September	October	November
1. PROGRAM PLAN AND PUBLIC ANNOUNCEMENT	-----							
2. INVENTORY		-----						
3. NEEDS ASSESSMENT			-----					
DESIGN	-----							
ADMINISTRATION			-----					
ANALYSIS			-----					
4. PRIORITIZATION OF NEEDS						-----		
5. PLAN AND DETERMINE PROGRAM TO MEET NEEDS							-----	
6. DEVELOP EVALUATION AND MONITORING SYSTEM								-----
7. FINAL REPORT								

--- Estimated Time of Completion

—| Completion

APPENDIX B

N.Y.C. YOUTHS IDENTIFICATION CARDS




W. L. GRAY, Jr.
Chief of Police
P. O. Box 655
El Centro, Ca 92243



POLICE DEPARTMENT
150 No. 11th Street
Area 714 - 352-2111

THIS N.Y.C. STUDENT SYLVIA DE LA CRUZ IS EMPLOYED BY THE
CITY OF EL CENTRO TO HELP CONDUCT A HOUSE TO HOUSE SURVEY.


W. L. "BOB" GRAY, CHIEF OF POLICE

APPENDIX C

CITIZENS ADVISORY TASK FORCE
(CATAF)

Composition

One representative from each of the nine areas, assigned for the house to house survey (see attached). Each representative will be appointed by Mayor from a list submitted to him by the secretary of the H.S.I.C.

Area No. 1 _____
Area No. 2 _____
Area No. 3 _____
Area No. 4 _____
Area No. 5 _____
Area No. 6 _____
Area No. 7 _____
Area No. 8 _____
Area No. 9 _____

Consultant to Committee:
(Designated by City Manager)

Advise In:

Program plan changes
Relation of H.S.I.C.

Assist In:

Informing Community of H.S.I.C. project
Defining City role in Social Services System
Developing evaluation and monitory system

APPENDIX C
(continued)

Develop:

Policy statement on social needs of El Centro
Objectives and evaluation criteria for H.S.I.C. priority system
Priorities for inventoried services
Monitoring body concept for social services delivery

AREA # 9

RAILROAD
AREA # 7

AREA # 6

RAILROAD
AREA # 1

EMERSON AV.

EMERSON ST.

AREA # 2

EMERSON ST.

AREA # 4

EMERSON AV.

AREA # 5

AREA # 3

EMERSON ST.

EMERSON ST.

APPENDIX C-1

CITIZENS ADVISORY TASK FORCE (Eastside Community Development Committee)

Composition

The Committee shall be composed of eight members: all from the service area.

Appointments should be so made that the Committee will reflect ethnic and social economic views and philosophy of the service area.

The Committee will study and recommend program of services for the Community.

The Committee shall make its own rules and regulations provided that they are not in conflict with any of the statutes of the State of California.

Office Use Only

Goal Area _____ Service System _____ Services _____

CITY OF EL CENTRO
Social Services Directory
Date _____

1. Organization and Address Telephone No.:	2. Leader (Title and Telephone)
3. Area of Service Branch Offices:	4. Contact Person (Name and Telephone)
5. Days and Hours of Operation /Meetings 	6. Alliliation and Membership (are you non profit)

7. Overall Objectives

8. Services Offered

9. Clientele

- A. Who is eligible for services (age, sex, race, residency, income, other)
 - B. How many clients are currently being serviced?
 - C. How do clients know about you?
 - D. Is transportation a problem for your client?
-

10. Capacity

- A. What is your service load capacity?
 - B. On what basis is that capacity determined?
-

11. Coordination

- A. What other agencies do you have contact with?
 - B. What is the nature of these linkages?
-

12. Services

- A. Has your agency provided services in the past that are no longer provided?
What were they and why were they terminated?

B. Do you have plans to add or expand services in the future?

13. Administration

A. What is your staff size and what kinds of people are involved in your program (clerical, professional, technical, etc.)

B. What is your annual budget?

C. What are sources of your funding/income?

Private _____ %	County _____ %
Fees _____ %	State _____ %
City _____ %	Federal _____ %
Other (please specify) _____ %	

14. Evaluation

A. Are you over-or-under-loaded with clients? What can be done to improve your situation?

B. What service needs do you encounter frequently which cannot be handled by your agency? How could they be met?

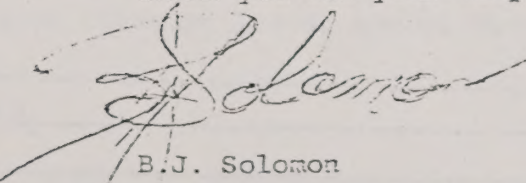
C. Do you see the need for your services or the services you provide changing in the future?

D. How do you evaluate your program's effectiveness?

15. Comments

- A. Please include any other items you would like to, or use this space to finish other questions

Thank you for your cooperation



B.J. Solomon
Administrative Assistant

APPENDIX F

Dear Resident:

Please select from the 30 items listed below the 10 that you think represent a major need for the City of El Centro.

- 1 being the number you most want to see
10 being the number you less want to see

1. Housing
2. Additional Recreation Programs and Park Facilities
 name type _____
3. Day Care
4. Youth Clinics
5. Family Planning Clinic
6. Adult Education Classes
7. Family or Individual Financial Counseling
8. Consumer Education and Consumer Complaints
9. Nutrition Program for Senior Citizens
10. Health Referral Station
11. Child Health Clinics
12. Mental Health Screening
13. Referral Service for Job Training
14. Job Opportunities
15. Programs for Senior Citizens
16. Youth Counseling for Delinquent Children
17. Drug/Alcohol Counseling
18. Jobs for Juveniles
19. Transportation for Senior Citizens
20. Meals-on-Wheels Program for shut-ins and the elderly
21. Subsidizing Private Cab Company on rides for Senior Citizens
22. Jobs for Senior Citizens
23. Reduce Legal Assistance for the Poor and Senior Citizens
24. Aid to the Blind
25. Aid to the Permanently and totally disabled
26. Crisis Intervention
27. Environmental Protection
28. Income Maintenance (Pension Funds, Social Security, ATDC,
 Food Stamps)
29. Library Services
30. Civil Rights

Other Comments: _____



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